

“A Study on Consumer Perception towards Pagariya Food Products Pvt.Ltd”.

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Abstract: Consumer behaviour is the study of how individual customers groups or organizations select buy, use, dispose of ideas, goods and also services to satisfy their needs and wants. Main purpose of this study to understand the buying behavior of consumer towards the usage of food products, to analyze the factor influencing on consumer buying decision and to examine the satisfaction level of customer on pagariya food products. For this study the sample size that we consider is 100 customers by using convenience sampling technique and data were collected through distributing structured questionnaire and we have framed one hypothesis to find out satisfaction level of the customer. Test has been used for this study are chi-square, frequency, mean and standard deviation to valid the data. Basic purpose of this study is to analysis the perception of consumer on Pagariya product.

Keywords: Perception, Consumer, Buying decision

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I. Introduction To Topic

Consumer perception and buying behavior is concerned with decisions and purchasing conduct of individual in acquiring and spending of the item. The examination shopper recognition and conduct is to consider that how the individual settle on his choice to invest their energy, cash and exertion on utilization of related things in that it incorporates the investigation of what they buy, why they buy, how frequently they buy it and want to utilize it.

The recognitions buyers have of a business and its items or administrations dramatically affect purchasing behaviour.so the business goes through heaps of cash towards showcasing themselves, sharpening their clients' administration and doing whatever else they can to well impact the impression of target shoppers. With cautious arranging and execution, a business can impact those observation and cultivate beneficial customer conduct.

It is outstanding amongst other chance to comprehend the workplace, procedure and a few methods of the work, and it additionally thinks about pecking order level in the association and desires for the businesses or corporates from understudies. It is one the fundamental thing that to know and face the world with constant experience and it gives us opportunity to learn in taking care of cultural issues.

Factors Affecting Consumer Perception

Cost

Cost complexly affects buyer observation. From one viewpoint, customers value a deal and are frequently prone to support a financially estimated thing. On different, shoppers frequently see exceptionally modest things as modest and discardable, at last harming a purchaser's perspective on an item regardless of whether the item continues as before and the buyer is profited by a value decrease.

Quality

Obviously, the real nature of an item is an indispensable piece of a shopper's impression of a decent or administration. Quality can depict any property in a lot of attributes that fulfill or baffle a purchaser, including ease of use, unwavering quality and toughness. Showcasing can impact a purchaser's impression of value, in any case, at last, and especially with non-tough merchandise, a customer's genuine encounter with an item will decide his view of value. Outside the domain of mass correspondence, verbal exchange with respect to quality additionally ventures rapidly.

Administration Quality

Indeed, even on account of merchandise that show various defects, amazing assistance quality can regularly eclipse a negative involvement in the item itself. On the off chance that a buyer feels that he gets outstanding consideration while experiencing an issue with an item, that customer is to some degree bound to believe the brand or item realizing that the producer or retailer gives a brief and powerful reaction to issues.

Bundling and Branding

Bundling and marking huge effect purchaser observations, especially at the purpose of procurement. Particularly when a buyers are acquiring a kind of item just because, the manner in which the item is exhibited can completely decide their view of the thing. Bundling and marking, obviously, spread everything from the engaging quality and show nature of a thing to the properties of an item the producer decides to feature.

Reputation

An item's notoriety is developed after some time and is typically a blend of genuine encounter with the item, verbal suggestions and promoting efforts that endeavor to set up a status or shared perspective on the item or brand. A buyer's impression of an item's notoriety, additionally, isn't just dictated by the item's image personality and maker yet by the entire chain of conveyance.

II. Statement Of The Problem

Chosen problem for the study is “A STUDY ON CONSUMER PERCEPTION AND BUYING BEHAVIOUR TOWARDS PAGARIYA FOOD PRODUCTS PVT.LTD”. Because the study of buying behaviour aspects of consumer plays an important role in the market and this knowledge is applied to find out the consumer wants and needs. Some purchase decisions are routine and may not require this consideration and some of them are very complex.

III. Research Questions

1. The negative factor that you observed in kquality product?
2. How often you buy kquality food product?
3. I had satisfied with Kquality Food products?
4. Price influence on purchasing decision?
5. I compare the quality proportionate to the price?

IV. Objectives Of The Study

- To understand the buying behavior of consumer towards the usage of food products
- To analyze the factor influencing on consumer buying decision.
- To examine the satisfaction level of customer on pagariya food products.

V. Formulation Of Hypothesis Of The Study

H0: There is no perception between demographic factors of the Consumer on pagariya product

H1: There is a perception between demographic factors of the Consumer on pagariya product.

VI. Research Methodology

6.1TYPE OF RESEARCH:

For this study Descriptive and Analytical research are used.

A) Descriptive research: This research is used to describe characteristics of a population being studied. It does not answer about how/when/why/ the characteristics occurred.

B) Analytical research: is a type of research that involves critical thinking skills and the evaluation of facts and information relative to the research being conducted.

6.2 RESEARCH DESIGN

6.2.1 SOURCE OF DATA

The study is based on primary and secondary data.

Primary data are collected by distributing structured questionnaire to the respondents.

Secondary data are collected through books, magazines, journals, etc.

6.2.2 SAMPLE DESIGN

6.2.3 SAMPLING FRAME

The sampling frame for this study is customers of pagariya food products.

6.2.4 SAMPLE UNIT

Each customer is considered as 1 sample unit for this project.

6.2.5 SAMPLE SIZE

Around 100 samples will be taken for this study.

6.2.6 TOOL FOR DATA COLLECTION

The tool for Primary data of collection with the help of respondents for the “structured questionnaires” and survey method for the data collection.

6.2.7 STATISTICAL TOOLS APPLIED FOR THE STUDY

The collected data will be analysed with the help of statistical tools and techniques such as mean, standard deviation, Chi-square test, frequency, percentage. Wherever necessary, tables, charts, diagrams will be made use of it. It is also proposed to use SPSS for data analysis and interpretation in a descriptive statistics.

VII. Data Analysis

7.1 Table showing the demographic status of the respondents of study on study of consumer perception and buying behaviour of pagariya food products

SL. No	Name of the demographic variables	Number of Respondents	Percentage %
1	Gender		
	Male	40	40.0
	Female	60	60.0
2	Age		
	20-30	40	40.0
	30-40	30	30.0
	40-50	20	20.0
	50 and Above	10	10.0
3	Qualification		
	Less than SSLC	26	26.0
	PUC	12	12.0
	Degree	32	32.0
	Post –graduate	30	30.0
	Others	0	0
4	Occupations		
	Personal employed	28	28.0
	Company Employed	34	34.0
	Professional	14	14.0
	Unemployed	14	14.0
	Other	10	10.0
5	Monthly Income		
	Less than 15000	22	22.0
	15001 - 30000	46	46.0
	30001 – 45000	22	22.0
	More than 45000	10	10.0
6	How many members In the family?		
	1-2	10	10.0
	2-3	20	20.0
	3-5	52	52.0
	5 and above	18	18.0

Interpretation: The above table analysis shows that Female respondents is 60 the percentage is 60 and the male respondents is 40 the percentage is 40.

The above analysis shows that the age group which belongs to 20-30 are 40 respondents, 30-40 are 30 respondents, and 40-50 are 20 respondents and 50 and above are 10 respondents.

In this above analysis the qualification of less than SSLC are 26 respondents, PUC are 12 respondents, Degree are 32 respondent and Post-Graduation are 30 respondents.

In this above analysis the qualification that personal employed are 28 respondents, company employed are 34 respondents, Professional are 14 respondents, Unemployed are 14 respondents and others are 10 respondents.

In this above analysis the monthly income of Less than 15000 are 22 respondents, 15,001 to 30,000 are 46 respondents, 30,001 to 45,000 are 22 respondents, more than 45,000 are 10 respondents.

The above analysis shows that members of the family 1 to 2 are 10 respondents, 2 to 3 are 20 respondents, 3 to 5 are 52 respondents and 5 and above are 18 respondents.

OBJECTIVE 3

7.2 To Understand about the Customer Perception on Pagariya Food Product Perception Between gender of the Customer on Pagariya food product.

Sl No	Particular	Result
1	I had satisfied with Kwalitiy Food products?	Df =3 ,P<0.05, Sig =.040
2	Whether Pagariya Food products are available in the market?	Df =3 ,P<0.05, Sig =.045
3	Price influence on purchasing decision?	Df =3 ,P<0.05, Sig =.036
4	I compare the quality proportionate to the price?	Df =3 ,P<0.05, Sig =.014
5	I consider my financial condition during buying?	Df =4 ,P<0.05, Sig =.052
6	I buy the product which has best reward for loyal customer?	Df =4 ,P>0.05, Sig =.601
7	Advertising influences me to purchase the product?	Df =4 ,P>0.05, Sig =.791
8	My society culture affect my buying behavior	Df =4 ,P>0.05, Sig =.677
9	My family are the most influential people that affect my buying behavior?	Df =4 ,P<0.05, Sig =.046
10	How is the experience after using Kwalitiy food products?	Df =3 ,P<0.05, Sig =.005
11	What is your overall level of satisfaction regarding Kwalitiy Product?	Df =3 ,P>0.05, Sig =.588

Interpretation

The above table explains that details there is significant association between Gender and To understand the consumer perception. The significance difference of response I had satisfied with Kwalitiy Food products =0.040 <0.05/ Pagariya Food products are available in the market =0.045<0.05/ Price influence on purchasing decision =0.036< 0.05 / I compare the quality proportionate to the price = 0.014< 0.05 / consider my financial condition during buying = 0.052 < 0.05 / I buy the product which has best reward for loyal customer = .601>0.05/ Advertising influences me to purchase the product= .791 >0.05/My society culture affect my buying behaviour = .677 > 0.05/ My family are the most influential people that affect my buying behaviour =0.046 >0.05/ the experience after using Kwalitiy food products=0.005>0.05/ overall level of satisfaction regarding Kwalitiy Product=.588>0.05/. Hence calculated value is lesser than table value i.e., 0.05 respectively. Hence There is a perception between demographic factors of the Consumer on pagariya product.

7.3 Table shows that Perception between Age of the Customer on Pagariya food product

Sl No	Particular	Result
1	I had satisfied with Kwalitiy Food products?	Df =9 ,P<0.05, Sig =.080
2	Whether Pagariya Food products are available in the market?	Df =9 ,P<0.05, Sig =.049
3	Price influence on purchasing decision?	Df =9 ,P<0.05, Sig =.036
4	I compare the quality proportionate to the price?	Df =9 ,P<0.05, Sig =.002
5	I consider my financial condition during buying?	Df =12 ,P<0.05, Sig =.032
6	I buy the product which has best reward for loyal customer?	Df =12 ,P<0.05, Sig =.003
7	Advertising influences me to purchase the product?	Df =12 ,P>.05, Sig =.873
8	My society culture affect my buying behavior	Df =12 ,P>0.05, Sig =.765
9	My family are the most influential people that affect my buying behavior?	Df =12 ,P<0.05, Sig =.023
10	How is the experience after using Kwalitiy food products?	Df =9 ,P<0.05, Sig =.036
11	What is your overall level of satisfaction regarding Kwalitiy Product?	Df =9 ,P<0.05, Sig =.019

Interpretation:

The above table explains that details there is significant association between Age and To understand the consumer perception. The significance difference of response I had satisfied with Kwalitiy Food products =0.080<.05/ Pagariya Food products are available in the market =0.049<0.05/ Price influence on purchasing decision =0.036< 0.05 / I compare the quality proportionate to the price = 0.002< 0.05 / consider my financial condition during buying = 0.032<0.05 / I buy the product which has best reward for loyal customer = 0.003<.05/ Advertising influences me to purchase the product= .873>0.05/My society culture affect my buying behaviour = .765> 0.05/ My family are the most influential people that affect my buying behaviour =.273>0.05/ the experience after using Kwalitiy food products =.036<0.05/ overall level of satisfaction regarding Kwalitiy Product=.019<0.05/. Hence calculated value is lesser than table value i.e., 0.05 respectively. Hence it is fail to accept null hypothesis, there is an alternative hypothesis i.e There is a perception between demographic factors of the Consumer on pagariya product.

7.4 Table shows that Perception between Qualifications of the Customer on Pagariya food product

Sl No	Particular	Result
1	I had satisfied with Kwality Food products?	Df =9 ,P<0.05, Sig =.041
2	Whether Pagariya Food products are available in the market?	Df =9 ,P<0.05, Sig =.037
3	Price influence on purchasing decision?	Df =9 ,P>0.05, Sig =.844
4	I compare the quality proportionate to the price?	Df =9 ,P<0.05, Sig =.041
5	I consider my financial condition during buying?	Df =12 ,P>0.05, Sig =.731
6	I buy the product which has best reward for loyal customer?	Df =12 ,P>0.05, Sig =.778
7	Advertising influences me to purchase the product?	Df =12 ,P<0.05, Sig =.017
8	My society culture affect my buying behavior	Df =12 ,P>0.05, Sig =.867
9	My family are the most influential people that affect my buying behavior?	Df =12 ,P<0.05, Sig =.019
10	How is the experience after using Kwality food products?	Df =9 ,P<0.05, Sig =.033
11	What is your overall level of satisfaction regarding Kwality Product?	Df =9 ,P>0.05, Sig =.612

Interpretation:

The above table explains that details there is significant association between Qualification and To understand the consumer perception. The significance difference of response I had satisfied with Kwality Food products =0.041<0.05/ Pagariya Food products are available in the market =0.037<0.05/ Price influence on purchasing decision =0.844 > 0.05 / I compare the quality proportionate to the price = 0.041< 0.05 / consider my financial condition during buying = .731 > 0.05 / I buy the product which has best reward for loyal customer = .778>0.05/ Advertising influences me to purchase the product= 0.017<0.05/My society culture affect my buying behaviour = .867> 0.05/ My family are the most influential people that affect my buying behaviour =0.019<0.05/ the experience after using Kwality food products =0.033<0.05/ overall level of satisfaction regarding Kwality Product=.621>0.05/. Hence calculated value is lesser than table value i.e., 0.05 respectively. Hence it is fail to accept null hypothesis, there is an alternative hypothesis i.e, There is a perception between demographic factors of the Consumer onpagariya product.

7.5 Table shows that Perception between Occupations of the Customer on Pagariya food product

Sl No	Particular	Result
1	I had satisfied with Kwality Food products?	Df =12,P>0.05, Sig =.847
2	Whether Pagariya Food products are available in the market?	Df =12 ,P>0.05, Sig =.739
3	Price influence on purchasing decision?	Df =12,P<0.05, Sig =.009
4	I compare the quality proportionate to the price?	Df =12,P>0.05, Sig =.195
5	I consider my financial condition during buying?	Df =16 ,P<0.05, Sig =.034
6	I buy the product which has best reward for loyal customer?	Df =16 ,P<0.05, Sig =.019
7	Advertising influences me to purchase the product?	Df =16 ,P>0.05, Sig =.952
8	My society culture affect my buying behavior	Df =16 ,P<0.05, Sig =.046
9	My family are the most influential people that affect my buying behavior?	Df =16 ,P<0.05, Sig =.047
10	How is the experience after using Kwality food products?	Df =12,P<0.05, Sig =.045
11	What is your overall level of satisfaction regarding Kwality Product?	Df =12 ,P<0.05, Sig =.061

Interpretation:

The above table explains that details there is significant association between Occupations and to understand the consumer perception. The significance difference of response I had satisfied with Kwality Food products =.847>0.05/ Pagariya Food products are available in the market =.739>0.05/ Price influence on purchasing decision =.009 <0.05 / I compare the quality proportionate to the price = .195> 0.05 / consider my financial condition during buying = .034 <0.05 / I buy the product which has best reward for loyal customer = .019<0.05/ Advertising influences me to purchase the product= .952>0.05/My society culture affect my buying behaviour = .046< 0.05/ My family are the most influential people that affect my buying behaviour =.047<0.05/ the experience after using Kwality food products =.045<0.05/ overall level of satisfaction regarding Kwality Product=.061<0.05/. Hence calculated value is lesser than table value i.e., 0.05 respectively. Hence it is fail to accept null hypothesis, there is an alternative hypothesis i.e, There is a perception between demographic factors of the Consumer on pagariya product.

7.6 Table shows that Perception between Monthly Income of the Customer on Pagariya food product

Sl No	Particular	Result
1	I had satisfied with Kwality Food products?	Df =9 ,P<0.05, Sig =.046
2	Whether Pagariya Food products are available in the market?	Df =9 ,P<0.05, Sig =.010
3	Price influence on purchasing decision?	Df =9 ,P<0.05, Sig =.043
4	I compare the quality proportionate to the price?	Df =9 ,P<0.05, Sig =.150
5	I consider my financial condition during buying?	Df =12 ,P>0.05, Sig =.777

6	I buy the product which has best reward for loyal customer?	Df =12 ,P<0.05, Sig =.388
7	Advertising influences me to purchase the product?	Df =12 ,P<0.05, Sig =.058
8	My society culture affect my buying behavior	Df =12 ,P<0.05, Sig =.393
9	My family are the most influential people that affect my buying behavior?	Df =12 ,P<0.05, Sig =.097
10	How is the experience after using Kwality food products?	Df =9 ,P>0.05, Sig =.649
11	What is your overall level of satisfaction regarding Kwality Product?	Df =9 ,P<0.05, Sig =.015

Interpretation:

The above table explains that details there is significant association between Monthly income and To understand the consumer perception. The significance difference of response I had satisfied with Kwality Food products =0.046 <0.05/ Pagariya Food products are available in the market =0.010<0.05/ Price influence on purchasing decision =0.043< 0.05 / I compare the quality proportionate to the price = .050< 0.05 / consider my financial condition during buying = .777 > 0.05 / I buy the product which has best reward for loyal customer = .388>0.05/ Advertising influences me to purchase the product= .058<0.05/My society culture affect my buying behaviour = .393> 0.05/ My family are the most influential people that affect my buying behaviour =.097>0.05/ the experience after using Kwality food products =.649>0.05/ overall level of satisfaction regarding Kwality Product=.015<0.05/. Hence calculated value is lesser than table value i.e., 0.05 respectively. Hence it is fail to accept null hypothesis, there is an alternative hypothesis i.e, There is a perception between demographic factors of the Consumer on pagariya product.

VIII. Conclusion

In this above project company should be more focused on supporting the product as need and noted, awareness raising is slow. To raise awareness the company should take more aggressive promotional actions such as individuals. Since most clients prefers to offers, manufacturers health and safety. The products should be manufactured more safety standards. The company has to concentrate on the sections like advertisement, price they should also focus on the customers such as bachelors, middle age prefers it mostly. Should enhance television Advertisement to attract customers because many customers are unfamiliar with the product and focus more on after sales facilities and should setup more service. They have to focus more on other products such as masalas, instant mixes, soups, corn flakes etc... and also mainly they should focus on price because in this research we came to know that the negative factor for consumer is price.

IX. Suggestion

- In this above research we came to know that the company should work on advertisement and promotions.
- They should concentrate on satisfaction level of the consumer.
- Should work on retention of old customers.
- The company product should reach all remote area.
- They need to make more awareness about the product.
- The company should work more on Price.
- They need to give more Advertisements and promotions.
- They should also work on Quality of the product.

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